

## ABSTRACT OF THE DISCLOSURE

A computer-implemented electronic commerce apparatus and method is provided. The apparatus includes a connection to the distributed communication network and a consumer information storage, the consumer information storage including a consumer identifier storage, at least one site identifier, and including for each site a consumer identifier activity information pertaining to visited websites, wherein the electronic commerce apparatus receives the activity information, stores the activity information in the consumer information storage, and uses the activity information to create a tailored promotion and to present the tailored promotion to the consumer upon the consumer's visit to a second website. One embodiment of the method includes the steps of obtaining an activity information of a consumer when the consumer visits a first website, storing consumer preference information contained in the activity information, receiving a consumer web request for a second website, creating a tailored promotion for the consumer from the preference information, and presenting the tailored promotion to the consumer at the second website.

2470-105.APN